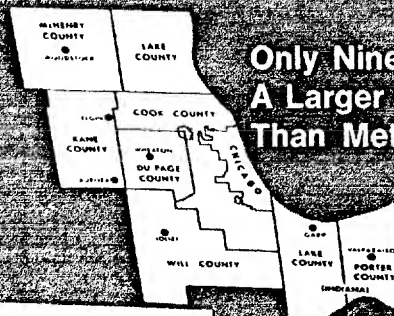


# CHICAGO

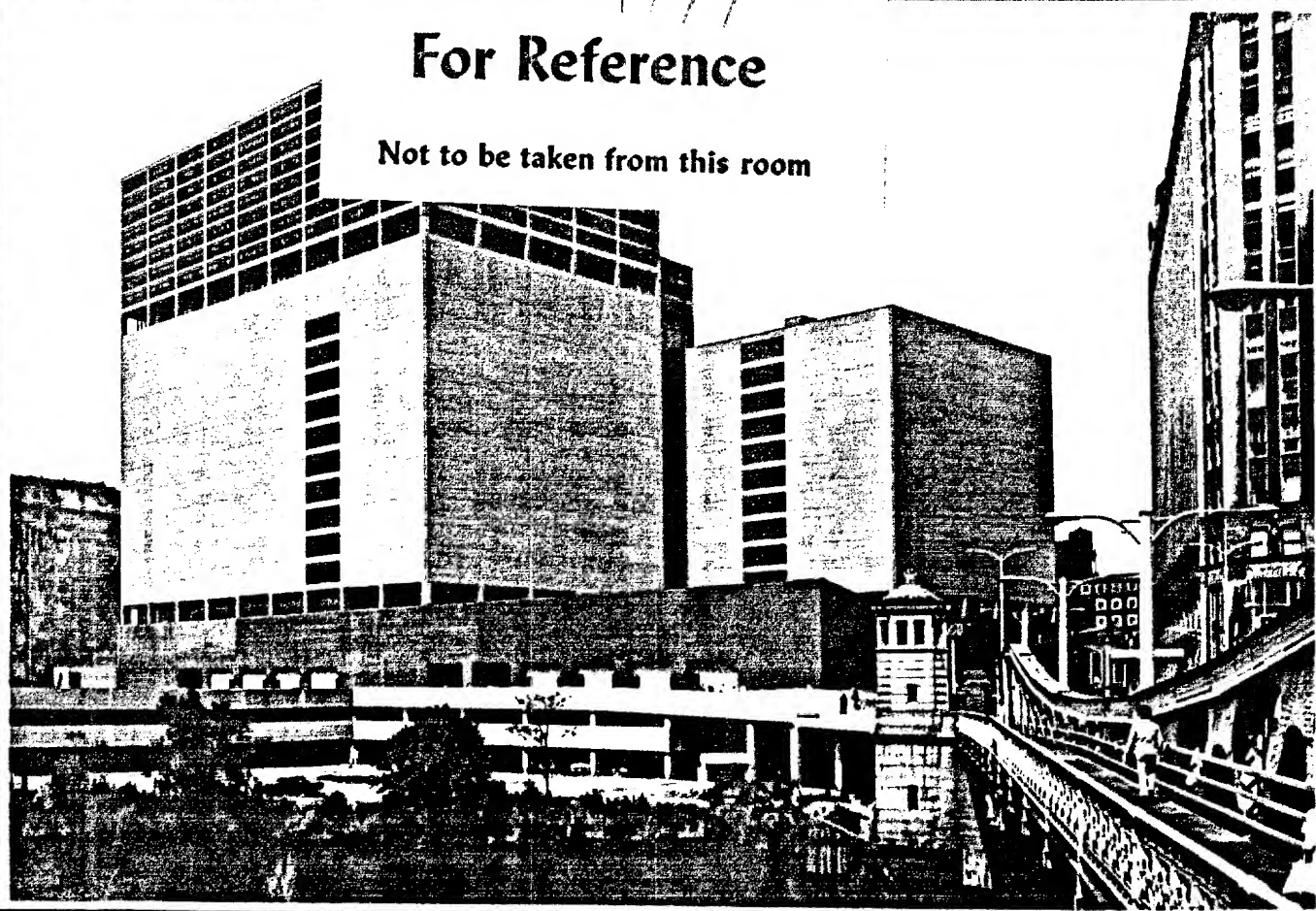
## BUYERS' GUIDE



Only Nine Nations Have  
A Larger Gross Product  
Than Metropolitan Chicago

1977  
**For Reference**

Not to be taken from this room



EXPOCENTER/CHICAGO in the new APPAREL CENTER, with the adjacent Merchandise Mart, the largest wholesaling complex in the world . . . site of the **CHICAGOLAND BUSINESS SERVICES & EQUIPMENT EXPOSITION**

**do  
you  
HAVE A  
Problem?**

**do you have  
a problem  
with  
your short  
to medium-run  
publication?**

**It's great if you don't,  
but if you do.....**

you don't need a big circulation to avail yourself of Pearson's efficiency, expertise, and economy...we can handle all or part of your magazine from initial concept to finished product. This means an all-inclusive expertise in editorial, advertising, sales, layout, design, make-up, camera to press....even distribution.

*"....from a newsletter to a full-color magazine, PPI are short and medium-run publication specialists."*

Call us today. One of our publication specialists will be happy to consult with you.

**PPI**

**Pearson Publications, Inc.**  
Itasca, Ill. 60143  
773-3230 and 773-3236

## Publishers

**BECKLEY GARDY COMPANY**  
250 N. Main St. (60639) ..... 622-54  
School Textbooks  
**BLACKBOOK BUS. & REF. GUIDE**  
840 E. 87th St. (60619) ..... 994-51  
Bump-R-Gram, Inc.  
107 W. Main St.  
St. Charles, Ill. 60174 ..... 584-0736-1  
Greeting Cards  
**BUSINESS INTERNATIONAL CORPORATION**  
One IBM Plaza-Suite 1420 (60611) ..... 321-030  
**CHICAGO DAILY NEWS**  
401 N. Wabash (60611) ..... 321-200  
Newspaper  
**CHICAGO SUN-TIMES**  
401 N. Wabash (60611) ..... 321-300  
Newspaper  
**CHICAGO TRIBUNE**  
435 N. Michigan (60611) ..... 222-323  
Newspaper  
**COMMERCE CLEARING HOUSE, INC.**  
4025 W. Peterson (60646) ..... 267-901  
Law Reports  
**COMMUNITY TELEPHONE DIRECTORIES, INC.**  
2550 Crawford Ave.  
Evanston, Ill. 60201 ..... 864-4100  
**CORDURA CORPORATION**  
10 S. LaSalle (60603) ..... 855-5910  
Mitchell Manuals; D. A. T. A. Electronics

## CORDURA

- Douglas Dunhill, Inc.  
(Direct Mail Merchandising)
- Heitman Mortgage, Inc.  
(Commercial Mortgage Banking)
- R. E. Harrington, Inc.  
(Employee Benefit Services)
- Mitchell Manuals, Inc.  
(Automotive Repair Manuals)

**855-5910**

10 S. LaSalle Chicago, Ill. 60603

**CRAIN COMMUNICATIONS, INC.**  
740 N. Rush St. (60611) ..... 649-5200  
**DARTNELL CORPORATION, THE**  
4660 N. Ravenswood (60640) ..... 561-4000  
Business Books; Management Reports  
Data Book Services Inc.  
10022 Pacific Ave.  
Franklin Park, Ill. 60131 ..... 678-3687  
Directory  
Dodge/Scan Div.  
McGraw-Hill Information Systems Co.  
230 W. Monroe Ste. 1200 (60606) ..... 368-6500  
Daily Const. Infor./Microfilm Take-Off Serv.  
**DUN & BRADSTREET, INC.**  
300 W. Adams (60606) ..... 726-8340  
Services, Systems & Sciences for Business  
**EDUCATIONAL COMMUNICATIONS, INC.**  
3202 Doolittle Drive  
Northbrook, Ill. 60062 ..... 564-2020  
Reference Directories  
**ENCYCLOPAEDIA BRITANNICA, INC.**  
425 N. Michigan (60611) ..... 321-7000  
Encyclopedia  
F. W. Dodge Div.  
McGraw-Hill Information Sys. Co.  
230 W. Monroe (60606) ..... 368-6501  
Microfilm Plan Service  
**FAMILY CIRCLE, INC., THE**  
401 N. Michigan (60611) ..... 467-0070  
**FERGUSON, J. G., PUBLISHING CO.**  
111 E. Wacker (60601) ..... 782-8284  
**FIELD ENTERPRISES EDUCATIONAL CORPORATION**  
Merchandise Mart Plaza (60654) ..... 341-2424  
"World Book Encyclopedia"  
"World Book Dictionary"  
"Childcraft"—How & Why Library  
"Cyclo-Teacher"—Learning Aid  
"World Book Year Book"  
"Science Year", The World Book  
Science Annual  
"Childcraft Annual"  
**FIELD ENTERPRISES, INC.**  
Newspaper Division  
401 N. Wabash (60611) ..... 321-2600  
Newspaper  
General Telephone Directory Co.  
1865 Miner St.  
Des Plaines, Ill. 60016 ..... 391-5100  
A Complete Yellow Pages Service  
Haines & Company, Inc.  
10001 Derby Lane  
Westchester, Ill. 60153 ..... 865-2000  
Publishers—Criss+Cross Directories  
**JOHNSON PUBLISHING COMPANY, INC.**  
820 S. Michigan (60605) ..... 786-7600  
Ebony—Tan—Jet—Hue